PRESS RELEASE

Lisbon, 13th of October of 2014

Lisbon welcomes worldwide specialists to discuss how technology is changing people's and companies' lives

SONAE COMPANIES PROMOTE THE LARGEST CONFERENCE ABOUT INFORMATION TECHNOLOGIES IN PORTUGAL

The Sonae companies will bring together, in Lisbon, some of the biggest worldwide specialists in information technologies at the FINCO 2014 Conference, having as its main goal to debate about the way technologies are changing people's and companies' lives. Taking place on 27th and 28th of October, at Campo Pequeno, the meeting under the theme "IT's Touching Lives" will gather about a thousand leading boards of national and international companies, leaders of opinions, business partners, university institutions and organizations from the technology's area.

David Ferreira Alves, President of FINCO and *Chief Information Officer* (CIO) of Sonae, enhances that "Today, the Information Technologies have an important role in people's and companies' lives, contributing for the facilitation of their day-to-day life, but also exploring opportunities of personal and corporate development. At Sonae we invest in technology and innovation as factores of differentiation and creation of competitive advantages, allowing us today to offer better customer's service and obtain efficiency gains, cementing the market's leadership of our brands in Portugal while we promote the increasing internationalization and development of our businesses".

The Conference is counting on the presence of esteemed international speakers, namely Gerd Leonhard, futuristic specialist in information technologies and CEO of *The Futures Agency*, Chris Biggs, partner and Managing Director of the *The Boston Consulting Group* (BCG), and Tim Cole, internet specialist, electronic commerce, social web and IT security.

Among all of the themes that will be debated at FINCO - Forum on IT and Communications for the Sonae Companies, the current main trends in the world of information technologies: Big Data, Cloud Computing, Internet of Things, Mobility and Sharing Economy.

Besides the conference, the space will also host a display of information technologies, with the presence of the main national and international companies in the area of information technologies.

The FINCO 2014 Conference is promoted by Sonae, by Sonae Indústria and Sonae Capital, counting on the support of Huawei, Microsoft, Accenture, AIG, Bizdirect, Business To Future, Ca, Cisco, Compta, Decunify, Fujitsu, Lenovo, HP/Intel, Noesis, NOS, RetailConsult, Roff, Samsung, Saphety, Tata, WeDo Technologies, Wipro, Anubis.

FINCO has been promoting the knowledge in the IT's area for 27 years

FINCO is the Consulting Group of Information Systems and Sonae Communications. It is a complementary body which doesn't overlap IT's business areas, sponsored by Luís Reis (CCCO of Sonae) and its President is David Alves (CIO of Sonae). All of the other Sonae Companies, Sonaecom, Sonae Sierra, Sonae Indústria and Sonae Capital will also be represented by their CIOs and IT directors. The Sonae companies count on about 1000 direct employees working in the SI's areas, to which 1000 indirect employees are added.

The Forum has been developing its activity for 27 years now, having an important role in the positioning of their companies in the Information Technologies race, fulfilling its mission to: "Increase the value generated by Information Technologies and Communications in the scope of each sub-holding, through sharing experiences, through recommendations and practical measures of transversal application and through the sponsorship of the development of solutions of innovative IT for Sonae companies".

For more information: www.sonae.pt/finco2014

INTERNATIONAL SPEAKERS



Chris Biggs

Partner and General Manager of *The Boston Consulting Group* (BCG).

Chris integrates the leading team of global retail of the *Boston Consulting* group and has worked extensively in this sector in the United Kingdom, Europe and Northern America, during his 14 years within the company. Chris is the main contact in the BC group regarding the *multi-channel* retail, bringing experience into the digital strategy, in the development of proposals for the client and in the design and elaboration of operational models. Previously he integrated a team of operations and strategy of *Tesco.com*.



Gerd Leonhard

Futurist, keynote speaker, author and CEO of *The Futures Agency*.

Gerd Leonhard helps the companies focus and imagine their future, so that they can take advantage of the opportunities and act. There is very little that Gerd Leonhard is not able to imagine regarding humanity's future in business, music, technology and more. In the network society, he claims that *'business as usual'* is a thing of the past, but many opportunities are awaiting for those who dare to have an agile, directed to the future posture, enough to break new ground.

- CEO of *"The Futures Agency"*
- One of the first to defend that the Internet Freedom and Privacy needs protection.
- Stimulates the companies to learn with what happened to the Music Industry

- Defends a permanent strategy of change.
- Topics include Future of the Internet, the future of the Media, Content and Publicity, Technology and the Future of Education, Learning and knowledge, the Future of Data, the Consumer of tomorrow, the Failure of Privacy and Security, Digital Obesity and *Green Futures*.

The content of these lectures is simultaneously challenging and controversial, while its style is completely inspiring and motivational.



Tim Cole

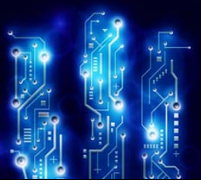
Specialist in Internet, electronic commerce, social web and computer security.

Born in 1950, state of Washington, United States of America, he lived in Germany for more than 40 years, pursuing a career in journalism, also book author, television program moderator and lecturer.

His book *Success Factor Internet*, published in German by *Econ*, in 1999, was the first in the German language to describe the impact of the digital technology and the Internet in companies and organizations. In *The Customer Cartel*, 2004, the author predicted correctly a change in the paradigm concerning the relationship between clients and suppliers, in an era of total connectivity.

Entreprise 2020 is Tim Cole's most recent title, in which he predicts profound transformations, as for example the digital networks, mobility and all the communications becoming trivial aspects of our personal and professional life.

Ex-editor of the business magazine *Net Investor* and collaborator and columnist in several European publications, in which we can include recognized newspapers and magazines, Tim Cole presents a verified history regarding the objectivity and critical assessment of the technological tendencies and its impact in the corporate processes and in the various markets.



AGENDA

28th of October

09.00	Opening and credentials
	Welcome coffee Compta'
10.15	Opening
	Chris Biggs, Partner and General Manager of The Boston Consulting Group
	Round Table
12.45	Lunch ROFF' and networking
15.00	**Gerd Leonhard**, Futurist, keynote speaker, author and CEO of The Futures Agency
	Tim Cole, Internet Specialist, Electronic Commerce and Computer Security
16.30	Coffee break Huawei'
17.30	Chairman's Awards Ceremony
18.15	Closing of FINCO'14